

Regional & Youth Council Sector Strategy Planning Guidance Worksheet

1. Review State Council Sector Based Strategic Plan and Deliverables

- Review regional LMI and economic data
- Consider region specific growth industry sectors
- Select targeted industry sector(s) for region

Priority #1 Sector :	Health
Priority #2 Sector:	Automotive
Priority #3 Sector:	Construction (continued support for Construction Career Days) March 25 and 26, 2008.
Priority #4 Sector:	
Collaborative Sector:	Basic Education

- Amend Sector Template(s) for selected sector(s) – identify and include local data and resources

2. Create a regional Sector Based Strategic Plan.

- Identify:

Priority #1 Sector:	Health
Industry expertise and leadership:	David Kinder, David Blodgett (SUPH), Greg Rosenvall at Gunnison Valley Hospital, Dennis Mossier,
Industry partners:	Intermountain Health Care, Hospitals, Gunnison Valley Hospital, Richfield Care Center, Southwest Mental Health, Dixie Regional Medical Center, Rehabilitation Centers, Home Health Agencies, Long Term Health Care Agencies
Industry Associations:	AHEC, Utah Center for Rural Health, Dennis Moser (www.ahec.suu.edu), Utah Health Care Associations (www.uthca.org/Links), Utah Hospitals and Health Systems Associations (www.uha-utah.org) etc.
Education and Career and Technical Education partners:	Utah Office of Education, ATCs, Pathway Coordinators, CTE directors, Darlene Wabel, Private Schools (dental, etc.), Higher Ed. Delta Tech, Snow College, Dixie State College, Southern Utah University, Apprenticeships. Susan Thomas USOE is contact for Education Marketing
Other partner organizations:	
Funding streams and grant opportunities:	Incumbent Worker Training Program, DWS, Federal Grants, Private Industry, IHC

Desired outcomes:	<p>1. Attract employees to the Health Care Industry through distribution of marketing materials developed by the State Workgroup.</p> <p>2. Establish Health Care Career Fairs, Job Shadow experiences etc. to introduce youth to the variety of jobs within the Health Care Industry.</p> <p>3. Work with education and local economic development to establish needed instructors within the rural areas.</p> <p>4. Pass on any local concerns to the State Workgroup.</p>
Priority #2 Sector	Automotive
Industry expertise and leadership:	Joe Christopher (Newby Buick), Larry Pearson (Pearson Tires), Cindy Greathouse (Sahara Motors), Cody Gower (AutoTrim Design)
Industry partners:	Newby Buick, Pearson Tired, Sahara Motors, Auto Trim Design
Industry Associations:	Utah Automobile Dealers Assoc. (www.uada.com), Southern Utah Trucking Associations, Utah Independent Automobile Association, Automotive Service Association
Education and Career and Technical Education partners:	Utah State Office of Education, ATCs, Pathway Coordinators, CTE directors, Darlene Wabel, Private Schools (dental), Higher Ed. Delta Tech, Snow College, Dixie State College, Southern Utah University, Apprenticeships. Susan Thomas USOE is contact for Education Marketing
Other partner organizations:	Private Employment Agencies, Want to include Diesel in Automotive and Trucking Mechanics
Funding streams and grant opportunities:	Incumbent Worker Training Program, Federal Grants, Private Industry
Desired outcomes:	<p>1. Establish Automotive Career Fairs, Job Shadow Experiences to introduce adults and youth to a variety of careers within the Automotive Industry (one in 5 county and one in 6 county areas)</p> <p>2. Participate in Marketing efforts developed within the state workgroup.</p> <p>4. Advance the creation of articulation agreements within the region.</p> <p>3. Pass on any local concerns to the State Workgroup.</p>

Collaborative Sector:	Basic Education
Industry expertise and leadership:	Rich VanAusdal, Leon Stewart, LaVoy Starley, Darlene Wabel, Earl Shaver, Jennifer Lyons, John Fullmer, Kristie McMullin, Dana Miller,
Industry partners:	Susan Thomas USOE is contact for Education Marketing. Mary Shumway and Marty Kelly, Utah State Office of Education, UCAT, Bridges (Utah Career Information Delivery System), UtahMentor, Private Schools, Job Corps
Industry Associations:	USOE, Utah Education Association, Utah School Counselor Association,
Education and Career and Technical Education partners:	ATCs, Pathway Coordinators, CTE directors Darlene Wabel, Private Schools, Higher Ed. Delta Tech, Snow College, Dixie State College, Southern Utah University, Apprenticeships. Susan Thomas USOE is contact for Education Marketing
Other partner organizations:	DWS Partners – Utah’s Youth Vision Team, WIA youth service provides, Literacy and Numeracy work group and members of State and Regional Youth Councils Other invitees: Department of Labor, Marilyn Brandenburg, Dallas Regional Office
Funding streams and grant opportunities:	<ul style="list-style-type: none"> ▪ Workforce Investment Act – Youth ▪ Workforce Investment Act Statewide Activity ▪ Workforce Investment Act Adult and Dislocated Worker (to include Incumbent Worker Program) ▪ Temporary Assistance for Needy Families (TANF) ▪ Adult Education ▪ Higher Education ▪ Refugee Resettlement ▪ Voc Rehab ▪ Student Financial Aide
Desired outcomes:	<ol style="list-style-type: none"> 1. Work with DWS customers along with Adults and Youth to increase and encourage GED attainment 2. Work with DWS customers along with Adults and Youth to increase Basic Skills in Reading, Writing, and Math. 3. Youth Council will work with DWS and educational facilities to identify potential High School Drop outs

	and offer WIA Youth Services.
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3. Identify and continue existing sector-based strategies and build on existing industry/partner connections and foundations

Existing sector-based strategies	Construction Career Days, Manufacturing Days, (Cedar City), Career Fairs, IHC Health Fair, Reality Career Events, WIA Youth Leadership Events. DWS will look for ways for customers to be successful in alternative educational settings.
Existing industry/partner connections & foundations	Dixie State College, Dixie ATC, SUU, Southwest ATC, Snow College (Ephraim and Richfield), Delta ATC

4. Sector Plans to include education, career, and employment pathways for youth and adults. (Western Region Youth Council will be heavily involved with this)

How will youth in your region be connected to education?	The Western Region Youth Council will conduct six Reality Store Events at various locations within Western Region (Ephraim, Richfield, Delta, St. George, Kanab, and Cedar City). WIA Youth Leadership Events. DWS youth workers will continue to contact out of school youth. WR Youth Council will map education facilities to assist employment counselors with referring customers to the appropriate educational facility based on their assessments. We will explore alternative educational settings to alleviate the fear of returning to school. Local pathways will be identified between offices and educational entities in all counties of the region.
How will adults in your region be connected to education?	DWS employment counselors, WIA programs, WR Youth Council will map education facilities to assist employment counselors with adult customer referrals to the appropriate Educational facility based on their assessments. Local pathways will be identified between offices and educational entities in all counties of the region. We will explore alternative educational settings to alleviate the fear of returning to school.
How will adults in your region be	Career Fairs, Internships, Apprenticeships, Community Outreach. Referral by counselors based

connected to employment and careers in these sectors?	on assessments.
List any work-based training opportunities:	Apprenticeships, Internships etc.
List any opportunities to connect with guidance counselors:	Western Region Council used guidance counselors in the past to market career.utah.gov. WR council will continue to foster relationships with guidance counselors. Local DWS offices will continue to connect with schools and guidance counselors to help youth explore careers. DWS staff currently conducts workshops in some schools. Tap into USOE resources used to send out information to guidance counselors (list serve). Attend Annual Conferences, place marketing brochures in guidance counselor offices throughout the region.
List any USOE regional guidance counseling workshops. Who will attend?	Leon Stewart, Darlene Wabel, LaVoy Starley attend as part of their career duties. Council Coordinator invited to attend.
How, and who, will work with Career and Technical Education Directors and encourage articulation agreements?	Leon Stewart, LaVoy Starley, and Darlene Wabel already have connections in this area. We will tap into their expertise in this area. They are members of Western Region Council and will make a presentation at Council Meeting on May 15, 2008 informing and updating council on the work already accomplished in this area. The council will then make decisions regarding next action steps.
How will the Youth Council be involved? What are the action steps?	The Youth Council is charged with the Basic Education task. They will map education resources, identify articulation agreements with the colleges, and identify pathways to connect DWS customers to education. This process will include determining available educational opportunities, developing and maintain articulation agreements for the targeted industries and basic educational skills needed for successful employment in that industry. They will meet again May 15, 2008 to determine next actions

	steps.
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5. All Sector Plans to include a basic education component or deliverable with special emphasis on GED attainment

Basic education deliverable:	Increase the number of adults and youth with GED or High School completion and basic skills which lead to gainful employment.
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6. All Sector Plans should include sector marketing and promotional efforts aimed at recruitment, retention and employee advancement.

How does your sector marketing strategy or marketing plan address recruitment, retention and advancement efforts.	Marketing Taskforce will develop marketing plan to distribute any materials developed within the State Workgroups.
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7. As Plans are developed, consider and address implications for ethnic and immigrant populations and for other special populations such as homeless and people with disabilities: <http://jobs.utah.gov/edo/StateCouncil/materials/october2007/handout.pdf>

How will your plan address ethnic and immigrant populations in the region?	
How will your plan reflect efforts to engage special populations such as the homeless and people with disabilities in the region?	Western Region DWS Staff participate in the Community Homeless Council and will continue to explore ways to reduce homelessness. Continue to work with sister agencies to engage members of these populations. (Vocational Rehab, Safety Net committee, Southwest Mental Health etc.) DWS and WR Council will continue working with community partners focused on meeting the needs of these populations.

Suggested Resources and Tools:

- www.careers.utah.gov
- CTE Directors – Public and Higher Education

- Regional Councils may consider presenting sector strategies at regional CTE meetings
 - Tour sites and programs
- Connect to and build relationships with local career counselors
 - Attend or get on agenda of regional USOE career/guidance counseling workshops (Feb & Mar)
 - Tour education sites
 - Provide sector brochures and information to career counselors
 - Invite career counselors to sector-based meetings/fairs/seminars, etc.

Regional Council -Western Region
Sector-based Strategic Plan

Plan Summary (local economic and market conditions – why sector (s) selected)

SECTOR: Health Care

Deliverable #1

Strategy	Tasks or Action Steps	Resources	Person/Responsible	Timeline	Status
Attract employees to the Health Care Industry through distribution of marketing materials developed by the State Workgroup.	Work with K-12, ATCs, Community Colleges, Universities, DWS, sister agencies, and Community Partners to distribute marketing materials to youth and adults within Western Region.		Marketing Taskforce, WR Council		

Deliverable #2

Establish Health Care Career Fairs, Job Shadow experiences etc. to introduce youth to the variety of jobs within the Health Care Industry.	Work with K-12, ATCs, IHC and other associations to develop Health Care Career Fairs and Job Shadow opportunities.		Marketing Taskforce, Youth Council, WR Council. LaVoy Starley, Leon Stewart		

Deliverable #3

Work with education and local economic development to establish needed instructors within the rural areas.	Recruit Health Care Instructors to Rural Areas		Marketing Taskforce, Youth Council, WR Council, LaVoy Starley, Leon Stewart,		
	Establish Video Connections to increase access to necessary instructors in Rural areas.				

Deliverable #4

Pass on any local concerns to the State Workgroup.	Maintain open line of communication between Region Council and State Workgroup		Council Coordinator, Shawn Crane (member of Health Care Workgroup)		

SECTOR: Automotive**Deliverable #1**

Strategy	Tasks or Action Steps	Resources	Person/Responsible	Timeline	Status
Establish Automotive Career Fairs, Job Shadow Experiences to introduce adults and youth to a variety	Work with K-12, ATCs, Community Colleges, Universities, Joe Christopher, Auto Associations and DWS		Joe Christopher, Council Coordinator, WR Council		

of careers within the Automotive Industry (one in 5 county and one in 6 county areas)	personnel to develop Automotive Career Fair opportunities.				

Deliverable #2

Participate in Marketing efforts developed within the state workgroup.	Work with K-12, ATCs, Community Colleges, Universities, DWS, sister agencies, and Community Partners to distribute marketing materials to youth and adults within Western Region.		Marketing Taskforce, WR Council, Youth Council		

Deliverable #3

Advance the creation of articulation agreements within the region.	Work with USOE and CTE directors to establish and promote articulation agreements		WR Council, LaVoy Starley, Leon Stewart, Darlene Wabel		

Deliverable #4

Pass on any local concerns to the State Workgroup.	Participate in State Workgroups and Round Tables		Joe Christopher, Council Coordinator		

SECTOR: Construction**Deliverable #1**

Strategy	Tasks or Action Steps	Resources	Person/Responsible	Timeline	Status
Support Construction Career Days	Continued financial support along with CCD planning committee participation.		WR Council, Council Coordinator, Local Employment Center Personnel		

SECTOR: Education**Deliverable #1**

Strategy	Tasks or Action Steps	Resources	Person/Responsible	Timeline	Status
Work with DWS customers along with Adults and Youth to increase and encourage GED attainment	WIA Youth services will provide mentor and tutors for youth to accomplish GED/HS diploma and/or increase basic skills.		Youth Council, WR Council, WR Youth Workers, DWS Counselors		

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Deliverable #2

Work with DWS customers along with Adults and Youth to increase Basic Skills in Reading, Writing, and Math.	The Western Region Youth Council will conduct six Reality Store Events at various locations within Western Region (Ephraim, Richfield, Delta, St. George, Kanab, and Cedar City). WIA Youth Leadership Events. DWS youth workers will continue to contact out of school youth.		WR Youth Workers, Youth Council, DWS Counselors,		

Deliverable #3

Youth Council will work with DWS and educational facilities to identify potential High School Drop outs and offer WIA Youth Services.	Currently the Youth Council is developing an “Exempted Student pathway” in Iron County which will re-engage youth, who have dropped-out of school, into re-engagement of pursuing and completing their education.		WR Youth Council, WR Youth Workers, DWS Counselors		

